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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/236,886	01/26/1999	CHIHARU HIRONO	7217/57620	9853

7590

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EXAMINER

GOOD JOHNSON, MOTILEWA

ART UNIT

PAPER NUMBER

2672

DATE MAILED: 06/04/2002

Please find below and/or attached an Office communication concerning this application or proceeding.

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**Office Action Summary**

Application No.

09/236,886

Applicant(s)

HIRONO, CHIHARU

Examiner

Motilewa A. Good-Johnson

Art Unit

2672

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 15 May 2002.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1,4-9,12-16 and 19-22 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1,4-9,12-16 and 19-22 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on \_\_\_\_\_ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

**Priority under 35 U.S.C. §§ 119 and 120**

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

**Attachment(s)**

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_\_.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_.

Art Unit: 2672

### **DETAILED ACTION**

1. This action is responsive to communications: application, filed on 01/26/1999; Priority filed on 01/26/1999; Preliminary Amendment A, filed on 03/22/1999; Amendment B, filed on 05/03/2001; Amendment C, filed on 01/16/2002; Amendment D, filed on 05/15/2002.

**This action is made final.**

2. Claims 1, 4-9, 12-16 and 19-22 are pending in the case. Claims 1, 9 and 16 are independent claims. Claims 1, 9 and 16 have been amended. Claims 2, 3, 10, 11, 17, 18 and 23-26 have been canceled.

3. The present title of the application is "Information Displaying System, Information Providing Apparatus, and Information Providing Method" (as originally filed).

### ***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1, 4-9, 12-16 and 19-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dunworth et al., U.S. Patent Number 5,930,474, "Internet Organizer for Accessing Geographically and Topically Based Information", class 395/200.47.

An per independent claim 1, **an information displaying system including a server apparatus . . . comprising: information displaying means . . . ; Dunworth et al. discloses in col. 19, lines 46-57; display commanding means . . . ; Dunworth et al. discloses in col. 18, lines 60-67; first data storing means for storing map drawing element data . . . ; Dunworth et al. discloses in col. 13, lines 7-19; second data storing means for storing said geographic location and for storing first attribute information . . . ; third data storing means for storing advertisement data and second attribute information . . . ; Dunworth et al. discloses in col. 18, lines 39-54; and map drawing command means . . . for accepting said commanding signal sent from said display commanding means, for searching a geographic location . . . advertisement display commanding means for accepting said commanding signal . . . Dunworth et al. discloses in figures 2B, 5 and figure 14, element 1430.**

However, it is noted that Dunworth fails to disclose an identification code per se. Dunworth discloses in col. 1, lines 47-51, information exchanged over the Internet is often encoded to define document content information and other sites on the Internet. It would have been obvious to one of ordinary skill in the art at the time of the invention that said encoding of content information would constitute an identification code.

With respect to dependent claim 4, . . . **said second attribute information is a business category of said advertisement.** Dunworth et al. discloses in figure 14, element 1430.

With respect to dependent claim 5, . . . **said second attribute information is location information of said advertisement.** Dunworth et al. discloses in figure 13, element 1315.

With respect to dependent claim 6, . . . **said second attribute information is time information of said advertisement.** Dunworth et al. discloses in col. 21, lines 43-57.

With respect to dependent claim 7, . . . **said second attribute information stored in said third data storing means is composed of: contents of said advertisement; geographical location information of said advertisement; a business category of said advertisement; and an effective period of said advertisement.** Dunworth et al. discloses in col. 20, lines 45-65 and in col. 21, lines 43-57.

With respect to dependent claim 8, . . . **display commanding means includes linking means for linking said map drawing commanding means and said advertisement display commanding means.** Dunworth et al. discloses in col. 21, lines 48-49.

As per independent claims 9 and 16 and dependent claims 12-15 and 19-22 respectively, they are rejected based upon similar rational as above independent claim 1 and dependent claims 2-7 respectively.

***Response to Arguments***

6. Applicant's arguments filed 01/28/2002 have been fully considered but they are not persuasive.

Applicant argues that Dunworth fails to disclose an advertisement display commanding means for controlling an advertisement to be displayed. Dunworth discloses in col. 3, lines 1-67, a search engine for searching a plurality of computers comprising a database of information and to select one of the areas containing topical information. Applicant further argues that Dunworth is using one piece of information to determine the advertisement to be displayed. Dunworth discloses uses geographical and topical information to generate a display page, col. 3, lines 8-9.

***Conclusion***

7. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.


Any inquiry concerning this communication or earlier communications from the examiner should be directed to Motilewa A. Good-Johnson whose telephone number is (703) 305-3939. The examiner can normally be reached on Monday - Friday 8:30 AM - 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Michael Razavi can be reached on (703) 305-4713. The fax phone numbers for the organization where this application or proceeding is assigned are (703) 872-9314 for regular communications and (703) 872-9314 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 306-0377.

Motilewa A. Good-Johnson  
Examiner  
Art Unit 2672

mgj  
June 3, 2002



**MICHAEL RAZAVI**  
**SUPERVISORY PATENT EXAMINER**  
**TECHNOLOGY CENTER 2600**